

IN THE CLAIMS:

Please cancel claims 2-4, 22-24, and 32-34; add new claims 41-48; and, amend the remaining claims as follows:

1. (Currently Amended) A method of managing a display of an unsolicited instant advertisement, comprising:

detecting an attempt to display the unsolicited instant advertisement in a primary browser window; and

relocating the unsolicited instant advertisement to ~~an alternate location a~~ database that is not part of the primary browser window, ~~the unsolicited instant advertisement relocated with a relocation module~~ without deleting the unsolicited instant advertisement;

characterizing unsolicited instant advertisements in the database from metadata attached to content of the unsolicited instant advertisements; and
sorting the unsolicited instant advertisements in the database.

2 - 4. (Cancelled).

5. (Original) The method of claim 1, further comprising automatically displaying the unsolicited instant advertisement in the primary browser window if

the unsolicited instant advertisement meets a user-defined authorization criterion.

6. (Original) The method of claim 1, further comprising filtering the unsolicited instant advertisement by a user-defined filtering criterion.

7. (Original) The method of claim 6, further comprising filtering the unsolicited instant advertisement by a plurality of user-defined filtering criteria; and further automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.

8. (Original) The method of claim 6, further comprising deleting the unsolicited instant advertisement that fails the filtering criterion.

9. (Original) The method of claim 8, further comprising saving the unsolicited advertisement that meets the filtering criterion.

10. (Original) The method of claim 9, further comprising notifying a user that the unsolicited instant advertisement has been saved.

11. (Original) The method of claim 10, wherein notifying the user comprises presenting a visual indicator in the primary web browser.
12. (Original) The method of claim 10, wherein notifying the user comprises presenting an audible indicator.
13. (Original) The method of claim 10, further comprising prioritizing and categorizing the unsolicited instant advertisement that has been saved.
14. (Currently Amended) The method of claim 13, further comprising aggregating unsolicited instant advertisements in the ~~alternate location~~ database.
15. (Original) The method of claim 14, wherein the unsolicited instant advertisements are stored with corresponding descriptions.
16. (Original) The method of claim 1, further comprising recording an attempt to display an unsolicited instant advertisement is recorded in a log.
17. (Original) The method of claim 16, further comprising transmitting the log to the user.

18. (Original) The method of claim 1, further comprising saving the unsolicited instant advertisement in an original form with corresponding text, graphics, and hypertext links.

19. (Original) The method of claim 1, further comprising saving the unsolicited instant advertisement in a digest form without graphics.

20. (Original) The method of claim 1, wherein the unsolicited instant advertisement comprises any of a pop-up advertisement or a pop-under advertisement.

21. (Currently Amended) A computer program product having instruction codes for managing a display of an unsolicited instant advertisement, comprising:

a first set of instruction codes for detecting an attempt to display the unsolicited instant advertisement in a primary browser window; and

a second set of instruction codes for relocating the unsolicited instant advertisement to an alternate location a database that is not part of the primary browser window, without deleting the unsolicited instant advertisement;

a third set of instruction codes for characterizing unsolicited instant

advertisements in the database from metadata attached to content of the
unsolicited instant advertisements; and
a fourth set of instruction codes for sorting the unsolicited instant
advertisements in the database.

22-24. (Cancelled).

25. (Currently Amended) The computer program product of claim 21, further comprising a ~~third~~ fifth set of instruction codes for automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets a user-defined authorization criterion.

26. (Currently Amended) The computer program product of claim 21, further comprising a ~~fourth~~ sixth set of instruction codes for filtering the unsolicited instant advertisement by a user-defined filtering criterion.

27. (Currently Amended) The computer program product of claim 26, further comprising a ~~fifth~~ seventh set of instruction codes for filtering the unsolicited instant advertisement by a plurality of user-defined filtering criteria; and a ~~sixth~~ eighth set of instruction codes for automatically displaying the unsolicited instant

advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.

28. (Currently Amended) The computer program product of claim 26, further comprising a ~~seventh~~ ninth set of instruction codes for deleting the unsolicited instant advertisement that fails the filtering criterion.

29. (Currently Amended) The computer program product of claim 28, further comprising an ~~eight~~ tenth set of instruction codes for saving the unsolicited advertisement that meets the filtering criterion.

30. (Currently Amended) The computer program product of claim 29, further comprising a ~~ninth~~ eleventh set of instruction codes for notifying a user that the unsolicited instant advertisement has been saved.

31. (Currently Amended) A system for managing a display of an unsolicited instant advertisement, comprising:

a detection engine that detects an attempt to display the unsolicited instant advertisement in a primary browser window; and

a relocation module for relocating the unsolicited instant advertisement to an alternate location a database that is not part of the primary browser window, without deleting the unsolicited instant advertisement,

said database characterizes unsolicited instant advertisements from metadata attached to content of the unsolicited instant advertisements to allow a user to sort the unsolicited instant advertisements.

32-34. (Cancelled).

35. (Original) The system of claim 31, further comprising a filter that determines if the unsolicited instant advertisement meets a user-defined authorization criterion and that automatically displays the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets a user-defined authorization criterion.

36. (Original) The system of claim 35, wherein the filter filters the unsolicited instant advertisement by a plurality of user-defined filtering criteria, and automatically displays the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.

37. (Original) The system of claim 36, wherein the filter deletes the unsolicited instant advertisement that fails the filtering criterion.

38. (Original) The system of claim 37, wherein the filter saves the unsolicited advertisement that meets the filtering criterion.

39. (Original) The system of claim 38, further comprising a notification module that notifies a user that the unsolicited instant advertisement has been saved.

40. (Original) The system of claim 31, wherein the unsolicited instant advertisement comprises any of a pop-up advertisement or a pop-under advertisement.

41. (New) The method of claim 1, further including grouping the unsolicited instant advertisements in the database.

42. (New) The method of claim 1, wherein the characterizing is based on at least one of products, content, and category of the unsolicited instant advertisements.

43. (New) The method of claim 1, further including allowing an unsolicited instant advertisement of a user-specified topic to be displayed.

44. (New) The computer program product of claim 21, further including a twelfth set of instruction codes for grouping the unsolicited instant advertisements in the database.

45. (New) The computer program product of claim 21, wherein the characterizing is based on at least one of products, content, and category of the unsolicited instant advertisements.

46. (New) The computer program product of claim 21, further including a thirteenth set of instruction codes for allowing an unsolicited instant advertisement of a user-specified topic to be displayed.

47. (New) The system of claim 31, wherein said database allows the user to group the unsolicited instant advertisements.

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48. (New) The system of claim 31, wherein said database characterizes the unsolicited instant advertisements based on at least one of products, content, and category of the unsolicited instant advertisements.